Management Essay, Research Paper

Part 1 (5 mark)

In a short essay discuss what change in management function and skills occur as one is promoted from a non-management to a management position.

Today s companies are struggling to remain competitive in the face of increasingly tough global competition, uncertain environment, resource, massive worldwide economic, political and social shift Therefore we must pursue and complete against international competitors, to maintain our global market share. Manager worked in domestic or international company, always face external, internal environment and task environment problems, managers use conceptual, human and technical skill to perform the four management functions of planning, organizing, leading and controlling to work in large, small, manufacturing profit and nor-profit organization.

Moreover, management often is considered universal because it uses organizational resource to accomplish goals and attain high performance in all types of profit and non-profit organization. There are four management functions to achieved the organizational goals, planning, organization, leading and controlling organization resources.(Daft r.et.al 2000 pg 5)

In organization the first steps for management is planning and select goal and find a way to achieve them, second steps is organising and assign responsibility for task accomplishment, organising staff means manager will need a good knowledge of operations and the job roles by them. The manager should give the suitable job for the employee depends on their knowledge and skill, to make them self-fulfilments and self-discovery. Third is leading effective leadership sets a direction for staff to follow and requires good interpersonal communication to motivation and sound decision-making to influence employee.(Ian Birt.et.al1995). Fourth controlling manager monitoring the activities and make correction, which learn and gain experience and knowledge from the past mistake and find way to improve.

In any organization, good managers give direction to their organizations, provide leadership and achieve high performance, which attainment of organization goals by using resource in an efficient and effective manner.

For the manager position manager usually work in different level in the hierarchy, for example top manager, middle manager, first-line managers and nonmanager (personnel), (Daft r.et.al 2000 pg 8) which different manager had their own responsibility and different problems and risks they need to experience and solve.

Part 2 (5 marks)

Read the management in practice: Ethical dilemma on page of Daft and Marcic and in a short format addressed to the division s regional manager present your recommendations with supporting reasons.

MEMO

Name: Mark Lee

To: William Wong

From: Sales manager

Regard: Sales performance

People involve

Holly Vasquez —— Sale manager (who write report and completing the profitability statement for her regional manager)

Larry Norris ———— Sales (employee for company but he did not meeting quotas)

Current situation

1. First time during here tenure as a sales manager for Wallog Computer.

2. Under performing sales because her group wan not in the top 10 percent of the region. Sales slip during the past year and hope fourth quarter might reduce.

3. Stockholder under pressure the company to increase the sales.

4. Might facing cutting staff problems and people culture that had kept there for past 10 years, it s seem hard to change it.

Problem for Holly Vasquez

1. Worked for the company 27 year, had great experience and career sale than anyone in the region.

2. Past three years, Larry Norris had not even met quota compare with the other salespeople.

3. Always follow his old-style selling technique, and don t want to consult with the new new guy on technical information and new sale techniques.

4. Vasquez think Larry Norris was too young to retirement and too old to find a job elsewhere at his current salary.

5. Larry Norris was her friend, not sure want to fir him or not, she afraid the risk for the team and group reputation.

Recommendation

I will Convience Larry Norris to study the new products and the sales techniques of the top salespeople- then hope he improves and other don t slip.

Larry Norris was my friend I can t fire him, because he work for Wallog computer company more than 27 year, had a lot of hard work and experience than the other new guys. If he would like to learn the new sales technique, and consult with new guys on technique information, and try to change his old-style selling, I believe he will increase his sales.

In organization the manager should educated and training their employees to learn new skill and information, because the world change very quickly and the new information and technologies keep update, employee and manager should keep learning and self-educate, don t give up their learning opportunity.

I believe deal with customer has not age different, no matter how old are you, If are self-educate person and would like to know new idea from other, you not only gain knowledge from them, you also will had good relationship with them, if employee and manager had good relationships and worked like team, they not only just increase the sales, they also will assist the organization progress and development.

Sincerely

Mark LEE

Part 3 (5 marks)

Select two countries outside of Australia and present an answer to Discussion Question 6 of Daft and Marcic in an essay.

Culture is a set of traditional beliefs and values that are transmitted and shared in a given society. Culture is also the total way of life and thinking patterns that are passed from generation.

When operating in a foreign culture, using verbal language can be very important for managers, because they must be careful to market the thought idea and not the words to be translated. So advanced copy may have to be interpreted rather translated. (According to international marketing study guide pg 20)

On the other hand using non-verbal language basic on the body language (include movement, appearance, dress, facial express, posture, use of silence, touch, timing, distance, tone and speech rhythm) (According to international marketing study guide pg 20)

Eg: Japanese view prolonged eye contact as rude.

American sees avoidance of eye as impolite.

Eg: Negotiation styles vary greatly

- Americans view a lack of eye contact with suspicion

- Not so in Japan and periods of silence are common

Eg: American businessmen easily make friends. But in many other countries, friendship is not taken lightly and involves real obligations

There are two countries I selected there are Germany and France

Firstly I would like to say about Germany. For many people, Germany is most readily symbolised by beer and BMW’s, but a closer look at this nation of 82 million people reveals a huge, relatively open market that holds opportunities for Australian companies across a range of industry sectors.

For their religions there are Protestant 38%, Roman Catholic 34%, Muslim 1.7%, unaffiliated or other 26.3% For their ethnic groups there are German 91.5%, Turkish 2.4%, other 6.1% (made up largely of Serbo-Croatian, Italian, Russian, Greek, Polish and Spanish) they speak language are German. (According Austrade on line)

Second are France their Ethnic groups are Celtic and Latin with Teutonic, Slavic, North African, Basque minorities. Their Religions are Roman Catholic 90%, Protestant 2%, Jewish 1%, Muslim (North African workers) 1%, unaffiliated 6%. The languages they speak French 100%, rapidly declining regional dialects and languages (Provencal, Breton, Alsatian, Corsican, Catalan, Basque, Flemish). (according Austrade on line)